



NEWARK

58
years from
now
!

NEWARK—

58 YEARS *from* NOW!

FAMOUS NEWARK MEN HAVE
VISIONED—AND AN ARTIST HAS DREAMED—
OF NEWARK, 58 YEARS HENCE!

WHIMSICAL? FANTASTIC? UNBELIEVABLE?—
NO—NOT IN THESE DAYS OF TRANS-OCEANIC
FLYING—OF MUSIC AND PICTURES FROM THE
AIR—OF FIVE - MILE - A - MINUTE SPEED.

WHATEVER MAY COME—OF ONE THING WE
ARE CERTAIN—NEWARK WILL BE ONE OF
THE WORLD'S KEY CITIES 58 YEARS FROM NOW.

Published by

THE CITY OF NEWARK, NEW JERSEY

*A Series prepared in conjunction with its 58th Anniversary
by Kresge Department Store of Newark*

NEWARK 58 YEARS FROM NOW



— As visioned by

Thomas H. Raymond.

MAYOR OF NEWARK

NEWARK fifty-eight years from now! No city in the world has a more brilliant future. We have everything necessary upon which to build that future. Commerce is the key to the success of any community, and we have laid the foundations deep and strong for our commercial future. One has but to cross the meadows and half-way over he will see a new city growing out of what a very few years ago was marsh meadowland; he will see great ships from all parts of the world in numbers, docked along the well paved city streets; great highways and railways leading to the uttermost parts of the continent; he will see every sign of business and commercial activity at those docks.

And these activities are new. What will the picture be in fifty-eight years? More deep-water channels for large ships, piers extending into the bay, warehouses, all manner of rail connections now unimaginable. All this must surely come. What will be the progress of aviation? Newark is in the lead here; it is developing the first real airport for the great metropolitan district of many millions of population. All this is changing Newark from the provincial town it was only five years ago and making it a great metropolitan center.

My vision is one of magnificent growth, along commercial and, consequently, along in-

dustrial, mercantile and financial lines. This brings wealth, and wealth will bring untold opportunities in the way of education and culture for Newark's youth, generation after generation. I see a great university, fine museum, wonderful libraries, the finest schools, all following in the wake of material success. And from this cultural and educational progress must develop a great spiritual life. Happy Newark, if she but seize her opportunities and use them well! Promise of this future is seen in the great Kresge Department Store, a magnificent palace of merchandise, and all honor is due to those who had the courage and the faith in our great city to give it to us.

NEWARK 58 YEARS FROM NOW



— As visioned by

Henry A. McCarter

PRESIDENT,
PUBLIC SERVICE CORPORATION
OF NEW JERSEY

SINCE Public Service Corporation of New Jersey was organized in 1903, it has been an optimist as far as the future of Newark and New Jersey is concerned. Its confidence in the growth and progress has been expressed, not merely in words, but by the investment within a period of twenty-five years of more than \$300,000,000 in electric, gas and local transportation facilities to meet New Jersey's needs.

In view of the fact that its most sanguine predictions of growth and expansion have been more than fulfilled by what has actually occurred, the optimism of Public Service continues and it looks forward to a future development that will discount anything that has occurred in the past.

No one who has studied the trend of growth and noted the tendencies of the times can doubt that Newark is destined to become the center of one of the country's greatest metropolitan areas. Commercially and industrially it occupies a position of unusual advantage in the midst of the finest market in the world; it has exceptional facilities for land and water transportation

and possesses a supply of labor that is bound to attract industry.

As far as Public Service utility companies are concerned, they are basing their plans for service upon liberal estimates of future community expansion. The interconnection agreement entered into last year which will put hydro-electric power from Maryland and mine-mouth power from Pennsylvania at the disposal of New Jersey manufacturers and house owners; the recently completed great gas works at Harrison and the rapid extension of motor bus service all through the territory are concrete evidence of the confidence of Public Service in New Jersey's future.



NEWARK 58 YEARS FROM NOW



— As visioned by

A stylized, cursive signature of Alexander Hamilton.

PRESIDENT,
FEDERAL TRUST COMPANY

A CENTURY AND A HALF ago Alexander Hamilton predicted a great city to the west of the Hudson. There is ample evidence that his prophecy is being fulfilled.

It requires more than natural advantages, however, to build a great city. Men must see, and men must build. Political and financial conditions must be such as not to interfere with legitimate development. All of these factors are present. The future of Newark is as simple to foretell as it is assured.

Geographically, Newark's situation would be difficult to improve. It is the railroad center of the United States and a seaport. We see the meadows made into land by the dredging of the Bay, canals dug and docks built for the steamers of all nations, factories and storehouses between rails and docks, ready to ship manufactured products for the world to consume.

To visualize the Newark of fifty-eight years hence, we must picture the city extending far beyond its present boundaries. The heart of this great metropolis will be present Newark, with broad highways and subways bringing this vast population to it.

We are now—and will become more so—a city of a great variety of manufactures, abundantly supplied with trained mechanics for any industrial pursuit, large electric power plants to run them all, and banks well able to finance them. We can furnish homes for everybody. The rich and those of moderate income may find what they want.

We must look to the present to find what the foundation is for future growth. We find our school system ample—none better; higher educational opportunities abound; we have churches of all creeds and denominations; our parks are our pride, and are built for tomorrow. There are fine theatres and amusement places. Our water supply is abundant and of the purest. Our government is clean and efficient. Transportation facilities are ample. Newark streets and Jersey roads are known to all and are keeping pace with new conditions. These are the outstanding factors of today, surely a good foundation on which to build.

NEWARK 58 YEARS FROM NOW



— As visioned by

Charles P. Gilley

DIRECTOR OF THE DEPARTMENT OF
PARKS AND PUBLIC PROPERTY

PATRICK HENRY said "I know of no way of judging the future but by the past." The aphorism may be applied to the City of Newark. The past has been a successful one. Our community, founded on modest and conservative lines, has kept step with almost every form of progress. It is now a substantial residential and commercial unit, the backbone of which is a diversity of manufacturers unexcelled by any American City.

It is a powerful civic centre where our elementary and higher schools develop and maintain high intellectual standards. It is a great religious center where liberality of thought has found its highest expression. It is in the reflex of progress that we feel confident so far as to attempt a prevision of our future. We know that we are safeguarded in principles. We believe that our children are brought up in an atmosphere that aims and tries hard to develop the best morally, intellectually and vocationally that is in them. It is a firm foundation of ideals against which the wear and tear of time will not prevail because they are deeply fixed into the soil of the Constitution. We have complete faith in our present policy so far as experience is concerned and thus the past speaks for itself.

Newark is intensively built up and will intensify every year. All around us are other

communities. But they are part of the sinews of Newark. They are dependent to a great extent on our resources. It is only a question of time when they will become solidified to such an extent that a greater Newark will result. It is that in fact at the present time. The future is almost sure to bring about a consolidation in municipal government similar to that of New York City. The accomplishment of consolidation with the other communities in Essex County may mean a borough system. This would admit of localized government to suit the needs of all localities and at the same time achieve economic gains. As an instance, we now take care of adjoining communities in the matter of water supply.

There has been some objection to the present tax rate of Newark on the part of the opponents of the Greater Newark idea. But in Newark we have better streets, better police protection,

NEWARK 58 YEARS FROM NOW

better fire protection and a better all around efficiency than any of our municipal neighbors. We are consistently progressive. It is true that we spend money in large amounts, but we also obtain equal, if not better, results than any city of our size in the nation. We have little or no lost motion in government operation. We challenge any other city to show better results than we have done.

In view of the past and present conditions I predict that our future city will carry out our policies of the past and keep faith with our traditions as the metropolis of New Jersey. We base much of our future commercial progress on the potentialities of Port Newark and our

efforts to obtain improved methods of transportation. Newark is the gateway of New York, the greatest city in the world. This now applies both by land or by sea. Port Newark of the future will be a mighty asset. We have a thirty-two foot channel in Newark Bay. Fifty years from now the entire Bay will be given over entirely to a deep marine basin that will handle a vast percentage of the commerce of the New York district because it is the logical and economic point in which to do so. When that period comes our city will be challenging New York itself for commercial supremacy because New York already is outstripping itself and we have vast undeveloped resources.

—W. W. WALKER



Aerial View—Section of Branch Brook Park

NEWARK 58 YEARS FROM NOW



— As visioned by

James C. Carter

CHIEF ENGINEER,
CITY OF NEWARK

A SEAPORT is a gate that opens a City to the whole wide world . . . The soul of a City is implanted in those individuals who constitute its citizens . . . A city largely composed of self-centered individuals will itself become civically "concentered all in self" and must inevitably suffer the same inglorious fate as awaits the mean individual.

Nothing unlocks a City to the broadening influences of world consciousness like a Seaport. All manner of healthful influences flow in with the ocean's tides. To those who imagine that nothing is practical or worth while, excepting the acquisition of wealth and power, the contrast between a seaport, and inland cities is most encouraging.

From the very dawn of recorded history down to the present time the largest, richest and most powerful cities have been seaports. Countless millions of treasure have been expended and innumerable armies have shed their blood for centuries with the one purpose in mind of acquiring for their country a seaport.

Russia is an outstanding example of this effort.

Poland, as a result of the Great War, has secured a seaport at Danzig. A similar struggle is still alive on the Adriatic Sea between Italy and certain Balkan Nations. Therefore, when the

City Fathers of Newark commenced, and then vigorously carried on the development of Port Newark, they embarked upon an enterprise sanctioned by the wisdom and experience of men and nations for a thousand years—an enterprise recognized as an economic necessity.

It was a business investment—and what are the dividends thereon, you may rightly ask?

Look around and see what individuals and corporations have already invested in Newark realty. See how the value of our properties has increased, how new businesses are constantly being established here. Why should Mr. Kresge, for example, have spent several millions of dollars in buildings and merchandise?

Why should Sears-Roebuck and the great Weyerhaeuser Timber Company have come here? Why do magnificent "skyscrapers" adorn our streets? Chiefly because those who spent the money knew that, as a general principle,

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when a City, heretofore practically inland, becomes a World Seaport, it would double its general run of business.

When a City buys and sells commodities other than those locally manufactured, it enters into the class of World-Brokers and there seems to be no limit to the material wealth of such communities. Of such we may mention London, Liverpool, Hamburg, Rotterdam, Genoa, New York and many others easily brought to mind.

These are a few of the many reasons why the creation of Port Newark will prove to have been

the wisest business investment that the taxpayers of Newark ever made for the benefit of themselves and of posterity.

In conclusion I would state that the total area of Newark is less than 35 square miles, of which only about 19 square miles are now occupied. The creation of Port Newark and of our new Airport will cause the occupation of the remaining six square miles and thus round out our City. It will increase the ratables of Newark to an astounding extent and thus reduce the rate of taxation.



Steamers Waiting to Unload at Port Newark

NEWARK 58 YEARS FROM NOW



— As visioned by

A stylized, handwritten signature in dark ink, appearing to read "Joseph Mooley".

SENATOR FROM ESSEX COUNTY

ANYTHING that is written in regard to Newark fifty-eight years from now must naturally include Essex county, for even though physical consolidation may not have become a fact, it will be impossible to differentiate between different parts of the county because of the interwoven dependence of one part on the other.

Fifty-eight years ago each municipality could with ease declare its independence of its neighbors, but no longer can this be done. Increase in population has brought a demand for greater public service and a closer tying in of the facilities for public protection, particularly as it affects the police departments. There can be little doubt that fifty years hence will see a closer cooperation between the Essex municipalities on the questions of water, sewage, garbage and waste disposal and the other things which closely affect the home.

Newark, now the shopping center for a great part of Essex women-folk, cannot but become a greater center as the years go by. De luxe buses traveling over highways on which a maximum of speed can be made with perfect safety, aided by electrified railroads, will not only bring Essex folk but the folk of Northern, Western and Central Jersey to this fast growing heart of a new metropolitan area.

The announcement this week of the Lackawanna Railroad that it intended to electrify its system from Hoboken to Dover and the Montclair and Gladstone branches, is but a beginning of such work. Before fifty-eight years more pass every railroad leading into Newark will operate electrically and there will have been constructed the high speed lines which the North Jersey Rapid Transit Commission is now proposing to link the city with Paterson and Hackensack and adjacent Passaic and Bergen county municipalities.

Newark now is closer to downtown New York than is Harlem and the Bronx. With electrification, plus de luxe bus train connections for the outlying sections, there must of necessity pour into the North Jersey area hundreds of thousands of the next generations who must be housed. The forerunner of this is seen today in the scores of new settlements springing up within a radius of fifty miles in every direction

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from Newark. Fifty-eight years from today it is reasonable to expect that the section between Newark and Paterson on the North; Lake Hopatcong on the West; Somerville on the Southwest and Perth Amboy on the South will be practically one continuous settlement.

What would be more natural than Newark becoming the business center of this area. Even today, Newark department stores compare most favorably with those of the sister city across the Hudson and with those of other great American cities. The stocks are as great, the prices have practically the same range, the salespeople take an even greater interest in goods and customers, and delivery services are second to none in the country. When a housewife can enter a Newark department store at eleven o'clock in the morning and have the purchase she made delivered in Dover before darkness dawns on that day, the service may safely be one to be bragged about.

Fifty-eight years from now, there is every reason to expect that the natural beauty of the country will be even a greater drawing card than now, for by that time more of the carefully thought out plans of the Essex County Park Commission will have been brought to consummation. Essex County today is admittedly a leader in the matter of park systems and amusement is expressed by those on the outside when they learn that the great work has been done by a group of public-spirited citizens who gave their time and effort without financial recompense. There is every reason to believe that this public-mindedness will continue and that future commissions will as jealously guard the park system as does the present commission, insuring to posterity adequate recreation places where men, women and children may repair for enjoyment of God's great out-of-doors.

Fifty-eight years from now there is every reason to believe that man's conquest of the air will be much further advanced and those living at that time may expect to find Newark's municipal airport at Port of Newark the center of great activity. Aviation experts throughout the United States are today evincing the greatest interest in the proposal of Mayor Raymond to

have a metropolitan airport ready for use this year and at the All-American Air Show in Detroit last week flyers now using the San Francisco and Southern California airfields told Newark's representatives that they were ready to use the field as soon as it could be completed. In less than fifty-eight years the Newark airport should be the landing field of trans-Atlantic air ships and the name of Newark will doubtless be heard in every airport of the world.

Fifty-eight years from now, new problems will present themselves to the people and their governmental leaders. The parking problem, the problem of providing for the rapidly increasing number of motor vehicles on the highways, zoning and the various other bugaboos of today will doubtless have been solved many years before 1986 but in their place will be new vexatious questions which will require the closest study of the municipal fathers. No matter how much advancement may have been made in the intervening years, there will be problems to be solved, just as the problems of today have succeeded the problems of fifty-eight years ago. This is as it should be, for the presentation and solving of problems makes for progress of mankind. Should it be possible for all problems to be solved at once and no new ones arise, the city, state, nation and even the world, would start on a return to barbarism for a world that offers no objective for men and women to strive for would be a world gone dead. Happiness and contentment were not made a part of the scheme of things which could be gained without effort but were so hedged about by the Creator that only by earnest, sincere and persistent work could they be attained.

Whatever may come, however, Newark and the area surrounding it must continue to advance in industrial and commercial importance, in population, in wealth. Nearness of other great cities cannot and will not impede its forward progress. With it must grow its great stores so that at the end of another fifty-eight years those who are at the helm at that time will be able to look back on an era of progress which may in many ways excel the progress of the fifty-eight years just ending.

NEWARK 58 YEARS FROM NOW



— As visioned by

Paul Block

PRESIDENT AND PUBLISHER
NEWARK STAR EAGLE

IT WAS destined that Newark should be one of the great cities of the world. Today it is on the threshold of fulfilling its destiny. Who can say what will be in store for Newark in the next fifty-eight years? But that they will be glorious years, and years of great accomplishment, no one can doubt.

Aeronautics will, no doubt, be developed during these coming years to such a degree that we will be using them as we now use automobiles. Newark is about to have one of the finest air ports of any city in the country.

Marine transportation will be as far advanced as our own great freighters are beyond the clipper ships of fifty-eight years ago. The port of Newark of today is an example of what will be accomplished for our city in the years to come.

Land transportation will, of course, be immensely increased. Already a new \$50,000,000 railroad station is to be built.

Because Newark is inevitably to be one of the greatest air centers in the nation—because the approximate 700 sailings and arrivals of ocean going vessels from Port Newark this year show how it is beginning to achieve its destiny of being one of the world's greatest seaports—because great railroad lines pass through and around our city—Newark will be increasingly

a focal point of national transportation—consequently a hive of the nation's industry.

This is assured, because, aside from the economic conditions, Newark has human conditions which make growth possible, and has a population which, by its intelligence and character, is earning her magic growth.

With no idea of being overshadowed by any other cities, including New York, Newark is preparing for the future. The city has straightened out interior complications. Great new centers like Jones Street Plaza are being created, traffic arteries are being developed. The great boulevards of the State Highway Commission are adding a final touch to Newark and its immediate suburbs.

Fifty-eight years is nearly a life time, and, therefore, difficult to judge in advance, but everything points that 58 years from now, Newark will be as far beyond its present day position, as it is advanced today over the Newark of fifty-eight years ago.

NEWARK 58 YEARS FROM NOW



— As visioned by

Moses Plant

PRESIDENT,
BROAD STREET ASSOCIATION

I HAVE watched Newark grow from its steady, conservative foundation to its present position of far reaching influence. I have looked on as industries diverse and mighty, have made their homes here, and have observed the population figures grow by leaps and bounds from 100,000 people a half century ago to more than 700,000 today and have known our local business to increase tenfold and our banks and other financial institutions have developed resources beyond ordinary conception.

Yet, I feel a sense of incapacity when asked to visualize our city 58 years into the future. Prediction of the development of Newark in the years to come is only limited by the extent of our imagination. Facts, figures and statistics tell of what has been done in the past but all of these are but weak tools in any attempt to build up and paint a word picture of our community in another half century.

There will be a greater Newark—a city whose boundaries will take in many more square miles than its present twenty-four. Certainly, the suburban cities scattered among our Jersey mountains will become in fact, as they are now in theory, part and parcel of the greater city of the future. Our population will be millions and all of these millions will find Newark the center

from which their business, social, financial and industrial lives will develop.

The opportunities for Newark's growth are unbounded. It has the advantage of geographical location. It has the advantage of commercial strength because of its incomparable transportation facilities. It is already a railroad center. It is a seaport; and in the future when the airplane will have found its place in the scheme of commercial activity, as the automobile truck has superseded the horse-drawn vehicle of a few years ago, Newark will undoubtedly be the commercial air center of the East.

Its industrial development is certain. Today we have more diverse industries than any other city. In the tomorrow, a half century hence, we will predominate any other manufacturing and industrial area. We have advantages today

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to offer to industries that but few cities in the entire world can equal and in the tomorrow that is fast approaching with the continued development of Port Newark, our position as a world-important center from which business, manufacturing, financial, agricultural—will be conducted, will be unassailable.

Fifty years ago Newark was the metropolis for perhaps 100,000 people. Today we serve 2,000,000. How can one possibly estimate the number we must prepare to serve fifty years from now?

The growth of our city will be more rapid because of the intelligent broadmindedness and vision of its people. Broad Street seems to me typical of the far-seeing attitude of people of this city from its very beginning more than two and a half centuries ago. The same wisdom and fine far-sightedness of the founders of our city who planned our chief thoroughfare as a street "eight rods" wide is carried on now in those who are building for the future. Certainly there was no need for a street of that width in the community activities of that day and age; but the vision of those early New Englanders has been upheld by the later developed fact that the narrow main streets of even newer cities have now dwindled into insignificance. It would seem as though the original Newarkers gave their own breadth of vision to Broad Street and that we who have followed have unconsciously absorbed breadth of vision and ambition from its name. Today, as in but few cities of the world, our main thoroughfare can keep up with the encroachment of its fast developing trade

and with traffic demands far more efficiently than other and larger cities. The development of Broad Street is akin to and in step with the development of Newark and perhaps its message is more readily absorbed by the average mind.

Twenty years ago—which is not so long in the past—it was a street of poor pavements; it lacked dignity; there were small shops but, now its new, sky towering buildings dominate the new era of architectural development.

I picture Newark 58 years from now as a large city serving millions of people from towering business structures; great banks; its own stock exchange. I can see world commerce being carried on from steamers docked within its city limits; steamers as unlike those of today as our mighty modern freighters are unlike the old sailing ships. I can see double streets for our speeding vehicles. I can see the sky dotted with airplanes headed for our airport. Undoubtedly just as commuters pour into our city from modern De Luxe buses, by efficient trolley systems and by railroads reaching into innumerable neighboring towns and villages, our commuters will hasten Newarkwards by airplane.

And I can imagine a business man of our community fifty-eight years from now reading this—as you are doing. He, however, will probably smile at my lack of foresight while you may think my predictions bold.

I believe in Newark; and in its future and I am proud to have been a part of its past development. I will be proud to help make that future and to secure for Newark its natural place in the development of this great country.

—WALTER

NEWARK 58 YEARS FROM NOW



— As visioned by

J. C. Dana

OF THE NEWARK PUBLIC LIBRARY

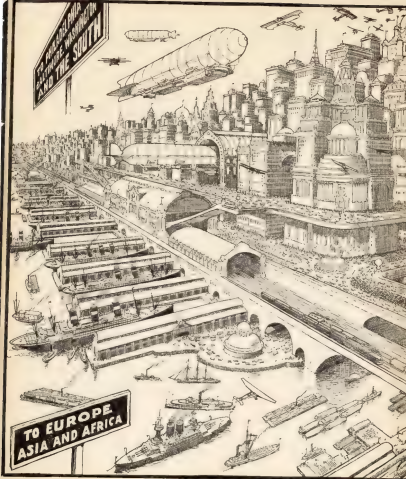
CAN we have a better Newark as well as a greater? Yes, but not by wishing for it. A good city is not a gift from the gods, or bought for a price, or made by machinery. It is earned by hard work. But mere work is not enough; the work must be inspired by good will to our fellows, and guided by wisdom, and by knowledge, its handmaid of wisdom.

The most valuable knowledge is the knowledge that leads to all knowledge. You can't learn everything, so be wise and learn how to learn what you need to learn. All knowledge is in print, or will be tomorrow. To know how to find in books and journals just the information you need—that is to hold the oel of wisdom by the tail. To the lawyer, the physician, the preacher, the engineer, the manufacturer, the salesman, the fireman, the mason, the painter, to these and to all men of all callings this truth applies: This is the day in which print is a tool ready for all men's hands; those who grasp it and use it do the most, do it the best, most wisely apply their talents, and, if those talents are present win success.

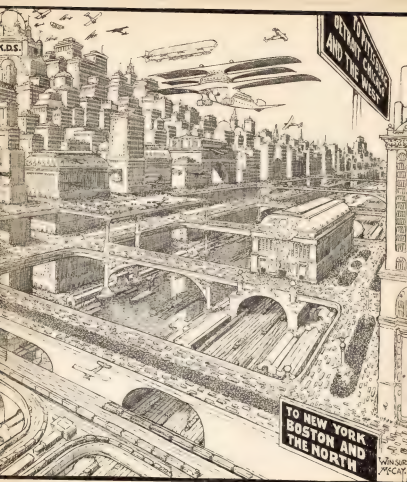
Your Newark Library has much that is helpful on the art of learning how to learn, it has books to lend, an information service to aid you in the quest for the things you need to know, and a staff prepared to help you in your use of that most effective of modern tools, print.

That is your Library's contribution to a better and a greater Newark. In due time I believe the average man and the average woman of Newark, I mean those who are busy every day in serious work of some kind, will call on their library when they need any of the many things the library supplies, just as casually and naturally as they now read the daily paper.





Newark 58 Years from now —



As Visioned by the famous Artist, Winsor McCay

NEWARK 58 YEARS FROM NOW



— As visioned by

Richard G. Justinian

BOARD OF TRADE

I HAVE lived in this city, where I was born, for a great many years. There are three periods in its history that stand out to my mind as periods of great advancement . . . The first is the period of the Civil War. When I was a boy, I watched its progress and final end, and Newark grew very rapidly during that decade on account of its increase in manufactures.

The second period was in 1879. When I returned from a visit abroad of nearly a year, I found Newark a grand city of a little over 100,000 people. It had no electric lights, and was lighted by gas lamps, of a very poor quality. We took our water from the Passaic River above Belleville. We had no fine buildings, we had no parks except three small ones in the center of the city. The city extended from Belmont Avenue to a little way over the Pennsylvania R. R., and from what is known as the Stone Bridge at Clay Street to Lincoln Park on the south. It was still an Anglo-Saxon village in those days. Out of the 100,000 people that were here, 65,000 were of English, Irish or Scotch descent.

The third period is the period of 1926, when we celebrated our 150th anniversary of the founding of Newark, and when the better men of Newark got together and worked together

to advertise and help the city. This period I think was the start of great things for Newark. We built our first real hotel, and following it came high office buildings, which have mounted higher and higher each year, until they reached their climax in the new Telephone Building on Broad Street.

I am a great believer in Newark, which covers about 23½ square miles, about the same size as Manhattan Island, N. Y., with its population of between two and three million people.

As is usual in all cities, business grows more rapidly than the population increases, so it is fair to presume within a few decades more Newark will be a prosperous city of 750,000 to 1,000,000 people, and the suburbs will have grown or outgrown Newark, so that the majority of the people will live outside of this city, as has been the case in Brooklyn, which has outstripped Manhattan and is now, according

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to the Post Office authorities the second largest city in the United States, Chicago coming first. As to our own city, we can compare it very well with Chicago. Chicago has its loop that is surrounded by the elevated railroads, and the property inside of the loop is more valuable than anywhere else. Newark could well have its loop, bounded on the east by the Penn. R. R., on the west by the rise of the hill, after crossing Plane Street, and on the south by the northerly line of Lincoln Park, on the north by the northerly line of Washington Park. This district, that I speak of, will no doubt in a few decades resemble lower Manhattan with its high buildings.

In the second period in 1895, Newark boasted of its industries, with a capital of over \$25,000,000.00 and turning out \$60,000,000.00 worth of goods every year, employing 26,000 men and women, and paying them nearly \$20,000,000.00 a year in wages. There are no exact records that I can find of the business done in Newark, at the present day, and while the population has increased four times, it is safe to say that business has increased at least ten times.

In 1895 a bank with deposits of \$5,000,000.00 was unknown. There were very few Building and Loan Associations, or similar organizations, and the savings banks were small and doing a conservative business.

I have no records later than 1923, which show the deposits in the banks of Newark at nearly \$300,000,000.00 and the money invested in Building and Loan Associations at nearly \$100,000,000.00, the number of employees at over 70,000, the wages paid over \$20,000,000.00 and the value of production approaching \$400,000,000.00.

As I said once in an address before the Broad Street Association, I am a believer in Newark, and am trying in any humble way to do something for it, because it has helped me. To quote from a former address would say, I have traveled all over the world, and I know that we not only have a beautiful city, but a great future. We have a city with the cleanest streets, the best lighted and best paved of any I have found. We have the finest water supply in the world, the best schools and the best library, and the best people to be found on the globe.



Aerial Photograph—Downtown Section of City

NEWARK 58 YEARS FROM NOW



— As visioned by

Eugene W. Farrell,

NEWARK EVENING NEWS

ALREADY one of the foremost industrial cities in the country, Newark, New Jersey, is destined to reach even greater heights within the next decade. Perhaps the principal reason for this optimism is the rapid development of Port Newark. Only a few years ago nothing more than marsh lands, Port Newark today is a hive of industry so important as to be already known the world over.

Manufacturing concerns are alive to the wonderful advantages afforded and are coming to this city almost monthly establishing themselves in Port Newark. The next few years should show the Port Newark section entirely covered with all kinds of industrial plants. The Port Newark airport, already decided upon, should be completed and in working order within the next year, and, of course, will add greatly to the city's fame.

Newark with but seventeen square miles of habitable lands has the greatest concentration of population of any city in the country. Two recent calculations make its actual population—that is, those who do everything but sleep within its limits—640,000 people. The Telephone Company and the Pennsylvania Railroad are developing improvements that are based on an estimate of six million people in the immediate

area. Considerations of public safety, sanitation, and the taxable economic resources necessary for this development predict a coming consolidation for this area in which the local municipalities will hold some autonomous powers of local interest but where the essential oneness of the district will be recognized.

The unusual activity in the local securities market within a year or two has caused financial leaders in the metropolitan territory to look with so much favor upon Newark that many of them have established branch offices in the city in order to share in the city's future prosperity.

Statistics show Newark to be one of the most healthful cities in the country. It is exceptionally well governed and its school systems, both public and private, are not excelled anywhere. This is frankly admitted by national educators. Surely, **NEWARK KNOWS HOW!**

NEWARK 58 YEARS FROM NOW



—As visioned by

William B. Smith

PRESIDENT,
NEWARK CHAMBER OF COMMERCE

IT GOES without saying that Newark will be much greater in fifty-eight years. To attempt to predict how much greater is to stagger the imagination. We can only turn to the past and judge the future by it. Fifty-eight years ago, in 1870, Newark had a population of 104,542. The last federal census estimate, January 1, 1928, placed Newark's population at 466,700. This represents an increase of about 340 percent in fifty-eight years. Applying this percentage of increase, we deduce that Newark will be a city of 2,053,900 people in fifty-eight years.

Fifty-eight years ago, the Newark Chamber of Commerce, then called the Board of Trade, was two years old. I find that the young organization was working for and securing better transportation and navigation facilities. I cannot recall any major improvement along this line in my time that the Newark Chamber has not participated in, actively and effectively.

In the Newark City Directory of 1869-70, fifty-eight years ago, the following is presented as the intentions and purposes of the Board of Trade:

"For the promotion of trade; the giving a proper direction and impetus to all commercial movements; the encouragement of intercourse between business men; the improvement of facilities for transportation; the diffusion of

information concerning the trade, manufactures and other interests of the City of Newark; the co-operation of this with similar societies in other cities, and the promotion and development of the commercial, industrial and other interests of said city."

It is significant that this statement of purposes fits the Newark Chamber of Commerce today, though the interpretation of its phrases is much broader than ever before.

Today the Newark Chamber of Commerce carries out its obligations to the development of Newark and North Jersey by serving as a clearing house in the location of new industries; by fostering, through federal and state authorities, practical improvements in Newark waterways; by jealously watching freight rates and

NEWARK 58 YEARS FROM NOW

train schedules affecting the district, and working for necessary adjustments; by always encouraging and often initiating movements for better rapid transit, electric, steam, trolley, and motor bus service for the use of those who shop or work in Newark; by participating in the solution of municipal problems, such as the traffic problem; by engaging in effective work in the suppression of fraud in bankruptcies, and in the sale of securities, saving millions annually for expenditure in legitimate trade; by actively adhering to the belief that business men cannot expect government to be operated efficiently and economically if they themselves do not participate; by urging participation through voting, and registering under the permanent registration act which it initiated; by serving Newark and the vicinity in dozens of other ways as only an efficient chamber of commerce is in a position to do.

The Newark Chamber of Commerce has had a part in almost every progressive movement for the development of the city since its organization. Recent projects of importance in which the

chamber has participated include: Electrification of the Lackawanna Railroad, the New Pennsylvania Station, Newark Airport, New Jersey Fraud Act, Permanent Registration Act, Brinkerhoff Traffic Study, rapid completion of Wanage water system, Passaic River deepening below Jackson Street, survey of all-year schools, co-ordinated operation of trolleys and buses, inter-municipal co-operation through the co-ordination of services common to all municipalities in the district, and the North Jersey Transit Commission plans for Newark-Paterson-Passaic and Newark-Hackensack-Rutherford high-speed lines. Many of these projects have been initiated by the Chamber. Many others have been given much-needed impetus when, for one reason or another, they were not being carried forward as rapidly as the public welfare demanded.

I can say with supreme confidence that the Newark Chamber of Commerce will continue to perform its intended function in Newark and Northern New Jersey in the years to come just as it has in the past.



Broad Street

NEWARK 58 YEARS FROM NOW



— As visioned by

Wm. Stuckel

COUNTY ENGINEER,
ESSEX COUNTY

THE city of Newark and the suburban towns of Essex County constitute a metropolitan area of very considerable size, which, if considered as a single municipality, would have been the 9th largest municipality in the United States at the time of the last census. Even though there are twenty-two separate municipalities in Essex, many of their interests are so much in common that the problems of the future must be considered from the standpoint of the whole County and its surrounding metropolitan area.

We of today are criticizing the people of forty years ago for their shortsightedness in not planning streets and highway ample for the traffic of today. But forty years ago there was no thought of the automobile and its possibilities. Today we know what the automobile has done and have had enough experience to be able to determine with some accuracy what the conditions will be forty years from the present. We shall be extremely negligent in our duty to ourselves and posterity if we do not plan for the future, rather than attempt to solve the day-to-day problems by hand-to-mouth methods. A recent editorial in the Newark Evening News states, "The community grows without direction or forethought, creating new problems to be solved. Every day makes more difficult the problems that will have to be solved eventually."

Admitting the truth of these statements, how far in the future can such a community plan? A prominent engineer of Washington says "Plan now for a city twice the present size, without stopping to quibble about when. It will come all too soon."

There is available a great deal of information covering past and probable future growths of the Essex County district, and from this data, estimates of the future growth of Essex County have been made. Estimates are carried forward from 1915 for a fifty year period, the results being given in the following tables.

Population—Essex County

1915	585,000
1927	764,000
1940	973,000
1965	1,407,000

NEWARK 58 YEARS FROM NOW

From this table it is evident that the population is increasing rapidly—during the first twenty-five period at the rate of about 160,000 persons in each ten year census and in the second twenty-five year at about 170,000 persons for each ten years. The 1940 population will be roughly 1.67 times as great as the 1915 population, and the 1965 count will be about 2.42 times the 1915. Essex County is not cramped for space in which this great increased population may find homes, but one of its major problems will be to provide streets and highways for the transportation needs of its citizens.

With increased standards of living and decreased cost of automobiles, more and more persons can afford the convenience of their own motor car. In 1927 there were about 5.3 persons for each automobile in Essex County, slightly less than one automobile for each family. In 1940 there will probably be one automobile for each 2.7 persons. In 1965 there may be one automobile for each 1.8 persons, or an average of more than 2 motor cars per family.

This remarkable increase in automobile ownership, when combined with the fairly rapid rate of population increase produces an automobile registration figure which is really formidable, as given in the following table:

Motor Vehicle Registration—Essex County

1915.....	Unknown
1917.....	141,270
1940.....	340,000
1965.....	750,000

In 1965 there will be roughly 3.4 times as many automobiles as there are at present, more

automobiles than there are now registered in the whole of the State of New Jersey. Another interesting side light on the rapid rate of increase in the past is shown by the fact that there are more autos registered in Essex County at the present time than there were in the entire United States just 20 years ago.

It cannot however be assumed that traffic will increase at the same rapid rate as automobiles. As congestion increases the number of yearly vehicle miles is bound to decrease, but the probable traffic volume is nevertheless far in excess of present traffic.

If traffic in 1915 is assumed as 100% the probable increases are shown in the following table, except that the increase of 1927 over 1915 has been determined by actual traffic counts.

Probable Traffic Growth—Essex County

1915.....	100%
1927.....	190%
1940.....	1900%
1965.....	18000%

Traffic in 1965 will be 18 times the 1915 traffic and 3 times the 1927 traffic, and it is certain that the present highway system will not by any stretch of the imagination be sufficient to accommodate this traffic resulting from increased population and increased ownership of motor cars.

Forward looking Essex County should pause now and consider whether they should not take steps immediately to provide those transportation facilities which it is known will be required, so that future generations will not be able to heap recrimination upon the present.



NEWARK 58 YEARS FROM NOW



— As visioned by

J. M. Fiedler

PRESIDENT,
THE FIEDLER CORPORATION

I HAVE been asked to state in a few words my thoughts concerning the future of Newark. It is by no means an easy thing to do, for prophesy must be highly general or highly specific, and it is impossible to be either specifically or generally prophetic concerning the destinies of practically every human activity, and Newark actually does embrace practically all of them.

Linked as it now is by tunnels, and as it soon will be by bridges, with the largest city in the world, its future is of necessity tied up with that of New York City. And the future of New York City is in its own turn inseparable from the future of America and the world.

The industries, the government, the educational system, the social and spiritual life of the community are so interlocked and so interdependent that as one goes forward so too do the others move, and as one lags behind so are the others kept back.

I believe that the future of Newark is proportionately as great as the future of America. Perhaps disproportionately, for its geographic

situation gives it advantages that, properly developed, should give it a unique place among the cities of America.

There is no absolutely stable thing in all the universe. Every thing, animate or inanimate, social, biological or spiritual must move either forward or backward. I think no sane person would care to state that there is a tendency toward retrogression, either in this city or in the country as a whole. The alternative is obvious. There is a movement forward and that movement means progress.

How great the future may be no man can say. Certainly I shall not. But in any event I believe in that future.

A small, stylized logo or signature mark, possibly a monogram or a decorative flourish.

NEWARK 58 YEARS FROM NOW



— As visioned by

A stylized, cursive signature in dark ink, consisting of several overlapping loops and a long horizontal stroke at the end.

FORMER UNITED STATES SENATOR

YOU ask me to predict Newark's future, and to express an opinion as to what the city will be like in the closing years of this century.

Fifty-eight years ago, when horse-drawn cars and carts were the only means of what was then considered fast travel up and down Broad Street, when Newark was but a small, quaint village, who could have conceived the thriving city of today with its towering buildings, its growing economic independence, its efficient transportation system, and its industrial and business importance? Even more difficult is it to peer into the future and venture a prediction as to what will be fifty-eight years from now.

The development of Newark has relatively just begun. Consider its advance as a seaport! Ships laden with merchandise for foreign ports are leaving and arriving daily from its docks. An airport, which will be second to none in the country, is now under construction in the Port of Newark area.

Consider the millions and millions of dollars of business done within the city's boundaries.

Consider the growth and development industrially, financially, physically, and in population, of the neighboring small towns, of which Newark is the Metropolis. Is there any limit, indeed, to its possibilities?

In another fifty years, ships—tremendous vessels carrying on world commerce—will come to Newark as the port of call; airships, passenger and commercial planes will arrive and depart on schedule from this great airport just as trains do now; and the industrial growth of the city will naturally follow the development of its transportation facilities.

Fifty years from now our children and grandchildren will certainly look back on Newark of today, as we view the Newark of fifty years ago. For, comparatively, in my judgment, the growth of Newark during the past fifty years will be as nothing to its development in the next half century.



NEWARK 58 YEARS FROM NOW



— As visioned by

W. L. Mallon

PRESIDENT NEWARK AUTOMOBILE
TRADE ASSOCIATION

WHAT will be the automotive status of Newark and its citizens 58 years from now? Someone has said that we may judge of the future by the past. Thousands of men now living in Newark remember distinctly 58 years ago, and they have seen a complete change in the ways of human beings and in the world's methods. It would take a Jules Verne, an H. G. Wells, a Floyd Parsons and an Arthur Brisbane, all rolled into one, to attempt to say what the future holds. And probably such a combination sage and seer would be far from right.

The stage coach which lumbered across planks laid on the Hackensack meadows, on its way from New York to Newark, was succeeded by the steamcars and steamships. Electric street cars came along and succeeded the horse-drawn stages for urban transportation, and these in turn will be succeeded by the motor driven individual transportation.

At the present time there are nearly two hundred thousand motor vehicles in Essex County. There are approximately 150,000 families in the County, so that we have actually more than one vehicle to a family. The average retail price of cars and trucks is about \$1,000, therefore the vehicles that will be registered this year will be worth more than \$200,000,000. Figuring the annual mileage conservatively at

5,000 miles per vehicle, they would cover a total of one billion miles, and consume one hundred million gallons of gasoline at a valuation of \$20,000,000 for gasoline alone. Four tires for each vehicle, conservatively averaged at \$20 each would add another \$16,000,000. More than three thousand people are employed in the automotive industry right here in Newark alone, to whom more than \$3,000,000 in wages are paid each year, which find their way into the various channels of trade. What have these present-day figures to do with 58 years from now? They constitute a starting point from which to hazard an estimate of the future.

Long before the next fifty years have arrived Greater Newark will be a fact. It will take in not only all of Essex County, but spread over

NEWARK 58 YEARS FROM NOW

solidly into adjoining counties. Its geographical location and natural facilities make this inevitable. Added industries will add to our already rapidly increasing population. With more people, profitably employed will come increased purchasing power, and with the latter more automobiles and more motor trucks to serve the public. At that time Greater Newark will be a city of more than two million population, owning more than a million motor vehicles.

Of course, present highways will be inadequate. More roads will be needed upon which to operate vehicles. Old highways will need widening, and new ones will have to be built. Double-deck streets, similar to the new Wacker Drive in Chicago will help relieve traffic in the downtown section of this Greater Newark, over and underpass street crossings for pedestrians, the elimination of street parking, standardized traffic signals, all will make for a speeding up of traffic by permitting of the free use of all traffic lanes on our thoroughfares; street cars of whatever nature may then exist, will be underground.

What will be the motive power of the vehicle of the future? Who can say? This is a mechanical age. Miracles seem never to end. The trained engineer and the scientist will continue to work wonders. Possibilities of the future are limited only by the limitations of the imagination. A few years ago one would have appeared a lunatic if he said that music could be sent over the air; now they are sending pictures. Radio will play an important part in the operation and control of all moving objects. It has been pointed out that radio power is already an accomplished fact in the laboratory. Further, that it might seem fantastic to think that airplanes, automobiles and trains might be operated by electric waves transmitted without wires. Beam radio of Marconi is already an accomplished fact. The next development may be the perfection of machines for projecting waves in parallel beams. From this accomplishment it is only a step to a system where a high-tension

current will be brought down to a pressure sufficiently low for use by the householder, and for the use of the motor vehicle.

Just as the stagecoach and the horse have been succeeded by the motor vehicle, so the latter in turn will give way to the aeroplane, or to the lighter than air machine. Motor vehicle manufacturers have already entered this field, and others are planning to do so. Safety devices will be perfected, and in time the flying machine will be as safe as other means of transportation are today. Someone will devise a motor of wires and gadgets that will pick up radioed electric power which would be generated at central power stations. Someone would have to invent skyhooks or other form of safety device in case anything happened to the generating machinery and the power supply stopped.

Perhaps fifty-eight years from now the department stores and others will not need motor trucks to deliver purchases. At that time the scientists may have perfected cartridge-shaped containers which will be shot into the air. A synchronized plate on the end of the container will harmonize with a similar plate at the point of destination, and attract the carrier to its proper delivery point. Each household in the community will be given its proper wavelength upon which these package deliveries will travel, so that there will be no possibility of collision and failure to deliver. Perhaps, at that time, the department store as we know it today will have passed into oblivion, and be superseded by stores with shelves containing various articles of merchandise, wrapped in standardized packages, obtainable by dropping the necessary coin into a slot, setting the synchronized plate to the proper wavelength. Pushing a button would send the merchandise on its way to its destination.

One may properly stop at this point, and check his imagination, when he contemplates the consternation that would ensue should the scientists perfect any system which would rob the gentler sex of the joys of shopping.



PORT NEWARK

A WIDE expanse of waste salt marsh land stretching along the shore of the lower Passaic and Newark Bay from the Plank Road to Elizabethport—that was Port Newark twenty years ago. Mosquito breeding and the occasional harvesting of a crop of salt hay were the only industries.

Then the War: the hurried building of docks, shipyards and ships at Port Newark. With peace, the wartime yards and warehouses had commercial value of course, but while Uncle Sam was trying to sell out his investment, Mayor Thomas L. Raymond, looking into the future, foresaw the approaching need for greater shipping, dockage and transportation facilities to keep pace with the city's growth. Under his direction, the city's engineers planned an even greater inshore basin for ships and more docks and wharves and piers for them to tie up to.

This year more than 700 ships of many steamship lines flying the flags of all maritime nations, will discharge or receive passengers and cargo at Port Newark. More than 125,000 shippers are using the Port for imports and exports. Facilities which just a few years ago were thought ample for a decade to come are already too limited for the demands of today's business and dredges are at work creating a second ship basin and dock unit while the government at Washington is preparing to dredge the anchorage grounds in the bay to enable more ships to await their turn to get in and out of the docks.

With the opening of Port Newark Airport, Newark becomes the most important aviation centre in the country. Here—within ten minutes of our City Hall and but half an hour from Manhattan—the air mails will be dispatched to and from every part of the country: the National Guard flying field will be located for the training of the state's air forces; many airplane factories

will locate and passenger air lines will have their terminals.

Next year, with the completion of the new State Highway which is being built between the vehicular tunnels and Elizabeth, Port Newark will be located directly upon the country's greatest automobile boulevard. It is estimated that more than 30,000,000 cars a year will pass the flying fields and docks of the port. Viaducts now being constructed, and new streets and highways to be built at once, will make the port quickly and easily accessible from every part of Northern New Jersey.

National aviation authorities agree that the Newark Airport—first to be finished and put into use—will, because of its many natural advantages of location, accessibility, visibility and freedom from fogs and other features which render a landing and departing place hazardous for aircraft, forever be the principal central station for airplane transportation for the

greatest metropolitan district of the country with its 15,000,000 or more of population.

The Port of Newark, the development of its facilities for shipping, for manufacture, and its airport, is the most dramatic and convincing demonstration of the city's confidence in its manifest destiny. It is just a preamble to the development of the shipping, transportation, commercial and industrial possibilities which the future holds for the lowlands along the shores of the Kill von Kull, Newark Bay and the Passaic and Hackensack Rivers, to which inevitably must come the business of the entire metropolitan district of two states. The present Port of Newark, with its millions of city investment, its hundreds of millions of private investment, and its development of business are but the beginning of the greater port and the Greater Newark just ahead in the future.

The city's public works are only keeping pace with private enterprises whose authors forevision the great future in store for this industrial and shipping district. All through this busy section of the city which a few years ago was "out on the meadows," are scenes of activity, evidences of growth, that are surprising.

Here is a bank in a neighborhood where but a few years ago there was nobody to patronize it. Preparations for new factories, warehouses and industries are everywhere apparent. A continuous line of trucks is hauling imports and exports to and from the port—lumber from California and Oregon, brick from Belgium, pipe and sulphur from France, barytes from Germany, sugar from Cuba, and for the return voyage of

the ships, the products of hundreds of Newark factories bound for all parts of the world—made in Newark and exported from the Port of Newark.

A great railroad is filling land for larger freight and terminal yards; the contractors are completing the first unit of the metropolitan flying field and leveling the earth in readiness for the building of runways and hangars.

Two miles of docks fronting on a deep ship basin, and beyond these a shipyard. Ships loading and unloading. Trucks, tractors, traveling cranes and other devices hasten the work. Puffing locomotives switch freight cars back and forth to and from the docks, where the tracks run along the water's edge, and cargo is passed from shipboard to car and from car to shipboard, with all the cost and labor of extra handling, lighterage and transfers eliminated.

But while the Port of Newark is saving money for manufacturers of other cities, and their business is enhancing port receipts and making the city's investment profitable, the biggest reason for the port and for the additional basin, docks and piers which are to be built, lies in the growth of the city itself and its needs for service. For the Port of Newark is and must be the shipping and transportation centre for the great industrial and business district of Essex, West Hudson, Bergen, Passaic, Morris and Union counties. In the light of these facts it is not surprising that the city's income from dock and wharfage charges is greater in one week of this year—1928—than it was in the entire year of 1925, when the new city docks were first opened.





"Where Airways, Railways, Waterways and Highways Meet"

The Port of Newark in 1928

Showing the New Airport of Newark

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